Kyle Bollinger

Product Development | IT Delivery Manager | Sales and Marketing Operations

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Professional Summary

Product management professional with over 12 years in the tech start-up world developing and launching product initiatives from inception to market release. Core expertise in 0 to 1 product development, marketing processes, web development and UI/UX design with a knack for crafting easy to use digital solutions that delight users. Demonstrated success in leading cross-functional teams, collaborating with key stakeholders, and prioritizing product roadmaps to align with business goals. The go-to "Get it done guy".

Key Skills

Professional	Agile Methodologies | Backlog Management | Web Development | Product Lifecycle | Data Analysis User Stories | Requirements Gathering | Product Design | Roadmap Planning | Product Development Process Improvement | Competitor Analysis | Market Research | Stakeholder Relations | Strategy
Engineering	HTML5 | CSS/SASS | JavaScript | Python | Django | Ruby on Rails | PHP | Laravel | CI/CD | AWS Git/Github | SQL (Postgres/MySQL) | Webpack | Bootstrap | WordPress | Shopify | BigCommerce
Design	UX/UI Design | Responsive Web Design | Mobile Design | Brand Design | Wireframing | Prototyping Data Visualization | Information Architecture | Figma | Sketch | InVision | Adobe CC (PS/AI/XD)
Technical Proficiencies	Jira | Asana | Zendesk | Trello | Pipedrive | HubSpot | Salesforce | MS Excel | Google Suite | Tableau

Professional Experience

Strategic Advisor - Acquisition, Greater than Consulting | 10/2023 – Present

Boutique consulting firm founded by ex-Amazon employees, specializing in user acceptance testing and change management for enterprise software projects. Developing the lead acquisition pipeline, outreach, web presence, CRM systems, and sales operations.

- Generate 5000+ highly targeted new prospects monthly to fuel lead acquisition pipeline and accelerate outreach efforts.
- Produce library of technical SOPs and training materials for processes and operations across marketing, sales, and acquisition.

Partner & Head of Operations, Riserr | 01/2018 – 10/2023

Digital marketing agency specialized in SEO and paid advertising. Responsible for driving more than $180M in total SEO exclusive revenue for clients. Owned internal business operations primarily focused on lead generation, marketing, sales, and reporting.

- Coordinated the creation of a client SEO reporting dashboard, using data visualization to highlight impact of our SEO services. This was instrumental in boosting long-term client retention, evidenced by an impressive **Lifetime Value (LTV) to Customer Acquisition Cost (CAC) ratio of 21.68:1**.
- Project managed a custom CRM solution integrating third-party services into an all-encompassing system. Used automation and triggers to facilitate lead management in an 8-figure sales pipeline throughout the entire customer acquisition life cycle. Execution streamlined sales operations resulting in a **387% increase in top-line Annualized Recurring Revenue (ARR)** year 1.
- Designed and implemented a data sanitization and enrichment pipeline, delivering new leads for sales and marketing teams. This pipeline produced more than **250k highly targeted and verified decision maker prospects**.
- Designed and generated custom monthly reports and easy-to-digest data analysis to illustrate business performance and health trends, resulting in an **80% increase in LTV while maintaining a 0% churn rate for 20 months** post-launch.
- Engineered and automated client report generation process, achieving a **94% reduction in report generation time**.
- Created, planned, and launched email marketing campaigns with engaging copy, A/B testing, and responsive design. Surpassed industry B2B benchmarks with an open rate of 32%+ and 19%+ reply rate for the control strategy.
- Implemented comprehensive SEO strategy to generate amazing results for clients. For an 8-figure retailer, produced an **892% increase in SEO exclusive revenue in the first 6 months**. In year 2, SEO exclusive revenue peaked at an astounding 15.5X YoY.
- Owned all internal and external engineering initiatives including SEO optimization, design, updates, and web development.

Co-Founder & Head of Product, Xeropoint | 01/2022 – 10/2023

Wholistic health and wellness brand with a variety of product offerings including supplements, wearable devices, and a specialized education platform. Owned all facets of the software development and design lifecycles for the learning management system (LMS).

- Managed end-to-end project specifications and spearheaded the development cycle from inception to launch for a new web application. Initiated market research, product definition, roadmap, scope determination, wireframing, and product design.
- Led software development projects as both product owner and software engineer, ensuring full compliance with all project requirements and successfully delivering within the defined scope.
- Partnered with Research & Development (R&D) agency to design and execute prototype tests, experimenting with product development processes during the creation of new wearable personal therapeutic devices.
- Designed and implemented a distributed system architecture for the LMS platform, ensuring consistent and reliable performance under peak concurrent server loads using Amazon AWS.

Co-Founder, Engineer & Head of Product, Xerofit | 11/2013 – 01/2019

Digital suite of software, tools, and educational resources helping personal trainers develop and expand their business and online clientele. Led all product development initiatives spanning roadmap planning, product design, engineering, and project management.

- Owned the creation and execution of the product roadmap in an Agile development environment, strategically identifying and implementing product requirements and feature enhancements that align with business and user growth goals.
- Developed an in-house CMS backend for premium coaching services, enabling personal trainers to offer their services online. This strategic development expanded market reach and **increased trainers' monthly earnings by an average of 5X.**
- Coordinated beta testing of 50+ power users prior to initial launch to discover pain points and drive UX enhancements. Gathered feedback identified product sticking points and missing features, leading to 100% CSAT rating upon launch.
- Led the product design lifecycle from requirements gathering to launch, ensuring successful software development implementation of 169 feature enhancement sprints over the course of 7 major version releases.
- Managed a remote international team of 5, including 3 software engineers, a designer, a project manager, utilizing Kanban within an Agile framework to increase project delivery speed by 30% - reducing time to market.
- Implemented direct feedback mechanism to reduce average response time (ART) by >80%. Improved from hours to < 10 min.

UI/UX Designer & Front-End Engineer, VenueLabs | 04/2013 – 04/2014

Acquired by Groupon, this social media analytics platform serviced brick and mortar franchises with retail storefronts. I started as a summer intern and first non-founder employee – experiencing a high growth startup environment with more than 75 employees.

- Collaborated with cross-functional product teams to conceptualize and engineer a comprehensive product overhaul based on collected user feedback. This improved platform experience resulted in a 16% increase in Monthly Active Users (MAUs).
- Owned all product design efforts for new mobile app development working cross-functionally with product, design, and engineering teams. Earned a 96% customer satisfaction rating (CSAT) across the board upon launch.
- Implemented user testing to gather feedback and pinpoint usability challenges and frustrations. This feedback informed new feature integration in the product roadmap, driving a software development approach that reduced churn rate by over 20%.

Product Marketing Manager, VenueLabs | 12/2011 – 04/2013

Owned all marketing efforts reporting directly to CEO. Go-to creator of sales and marketing materials to differentiate product using email, digital ads, infographics, blog posts, website copy, landing pages, pitch decks, case studies, logos, graphics, and signage.

- Facilitated marketing strategies and campaigns, lead acquisition funnels, sales and marketing collateral, newsletters, digital advertising, cold email outreach, SOPs for internal tools and technical troubleshooting, and customer support SOPs.
- Collaborated closely with senior leadership to support sales team in developing materials, tools, and processes to drive and maintain **20%+ revenue growth rate (MoM) for 5 consecutive months** in 2012.
- Coordinated GTM strategy and launched 5 major product and feature initiatives servicing more than 30 fortune 1000 clients.
- Created lead magnets (e-books, webinars, case studies, etc.) and opt-in pages to generate 500+ qualified KOL leads for sales.

Education & Certifications

Bachelor of Science (B.S.) in Management Information Systems (MIS), Washington State University | Grad - 2011
Double Major in Marketing & Minor in Psychology, Washington State University | Grad - 2011
Special Olympics Coach, Basketball & Softball | 2005-2015
Certified Scrum Master (CSM), Scrum Alliance | 2024
Certified Scrum Product Owner (CSPO), Scrum Alliance | 2024
Certified Associate in Project Management (CAPM), Project Management Institute | est. Aug 2024